

Message Text

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70

ACTION EA-14

INFO OCT-01 ISO-00 EB-11 CIAE-00 INR-10 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 PRS-01 TAR-02 SCI-06 SS-20 DRC-01

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FM AMEMBASSY SI GAPORE

TO SECSTATE WASHDC 9845

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UNCLAS SINGAPORE 4961

E.O. 11652: N/A

TAGS: BEXP, SCUL TGEN SN

SUBJECT: U.S. COMMERCIAL PRESENCE FAIRS PROGRAM

REF: DEPT: DEPT'S A-9254

USIA FOR IOP NOVICK

1. THE SINGAPORE GOVERNMENT CUVRENTLY BUILDING MAJOR SCIENCE CENTER WHICH, BECAUSE OF ITS SCOPE AND MAGNITUDE, WILL HAVE SIGNIFICANT REGIONAL IMPACT. CENTER'S AMERICAN DIRECTOR, UNDER CONTRACT TO THE GOS, ANXIOUS FOR STRONG AMERICAN INVOLVEMENT WITH CENTER AND HAS ALREADY EARMARKED OVER ONE MILLION U.S. DOLLARS FOR PURCHASE OF MAJOR EXHIBITS AND SERVICES IN THE U.S. A SIMILAR ALLOCATION FOR FUTURE PURCHASES PRIOR TO 1975 OPENING ALSO CONTEMPLATED.

2. DESPITE THESE MAJOR EXPENDITURES AND DESPITE FACT THAT JAPANESE AND GERMAN COMPANIES HAVE ALREADY PLEDGED MAJOR COMMITMENTS TO THE CENTER, NO RPT NO U.S. COMPANY HAS INDICATED SERIOUS INTEREST. AS CENTER HAS VERY HIGH PRIORITY FOR GOS AND STRONG INTEREST OF ITS TOP OFFICIALS, EMBASSY BELIEVES U.S. COMPANIES

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REFUSING TO MAKE SIGNIFICANT EXHIBIT CONTRIBUTIONS

WILL RESULT IN CONSIDERABLE NEGATIVE POLITICAL IMPACT.
AS CENTER WILL BE IMPLANTING FAMILIARITY AND ASSOCIATIONS
ONLY WITH THOSE PRODUCTS AND COMPANIES EXHIBITED, IT
FOLLOWS THAT COMMERCIAL IMPACT WILL ALSO BE NEGATIVE.

3. EMBASSY WILL BE MEETING SOON WITH REPRESENTATIVE U.S.
COMPANIES AND SCIENCE CENTER DIRECTOR TO DISCUSS
DESIRABILITY OF U.S. COMMERCIAL INVOLVEMENT.
AFTER THIS MEETING, WE SHOULD HAVE SPECIFIC REQUESTS
FOR SEED MONEY AND PROFESSIONAL EXHIBIT ASSISTANCE.

4. WE REALIZE THIS PROJECT DOES NOT FALL DIRECTLY WITHIN
THE GUIDELINES OF REPAIR, BUT GIVEN THE ABOVE, WE PLACE
HIGH PRIORITY ON AMERICAN INVOLVEMENT AND BELIEVE USG
INVOLVEMENT ALONG LINES SIMILAR TO THAT SUGGESTED REPAIR TO
BE HIGHLY DESIRABLE.
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